1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION	Percent Penetration	MicroVision Index	Rank
1. Shopped at Neiman Marcus/Saks Fifth Ave. in the past 4 weeks	6.0	267	5
2. Eat at quick service coffee house restaurants	2.4	213	7
3. Eat at casual Asian restaurants	8.9	206	7
4. Eat at quick service deli restaurants	7.9	204	5
5. Eat at fine dining restaurants	10.0	204	9
6. Ate at Chili's in the last 4 weeks	1.8	200	3
7. Eat at quick service specialty bagel outlets	1.8	200	7
8. Eat at casual Mexican restaurants	11.3	199	4
9. Exercise 2 times per week at a fitness club	16.7	199	3
10. Eat at casual Italian restaurants	9.1	194	4
11. Eat at midscale Italian restaurants	5.2	193	4
12. Ate at T.G.I. Fridays in the last 4 weeks	1.1	191	6
13. Shopped at The Limited in the past 4 weeks	5.4	187	8
14. Shopped at Nordstrom in the past 4 weeks	6.9	184	9
15. Shopped at The Gap in the last 4 weeks	11.7	183	9
16. Eat at casual bar & grill restaurant	14.6	183	7
17. Shopped at Lord & Taylor in the past 4 weeks	4.8	182	9
18. Ate at Boston Market in the last 4 weeks	3.3	180	7
19. Ate at Outback Steakhouse in the last 4 weeks	1.4	176	9
20. Attended movies 2-3 times per month	12.3	174	4

COMMUNICATIONS & TECHNOLOGY	Percent Penetration	MicroVision Index	Rank
1. Switched online/internet service provider at least once last year	6.1	172	10
2. Have voice mail with wireless phone	7.2	165	9
3. PC primarily used for email	8.2	164	7
4. Have call waiting with wireless phone	12.9	160	3
5. PC primarily used for business work	12.5	158	13
6. Have voice mail for regular wire phone	16.5	157	6
7. Spend less than 10 hours/week telecommuting	7.4	155	12
8. Primary reason for pager company services is business use	15.4	154	7
9. PC primarily used for other purposes	5.4	150	6
10. Switched long distance company due to competitor's promotion	13.9	148	5

FINANCIAL SERVICES	Percent Penetration	MicroVision Index	Rank
1. Have renter insurance	31.6	329	1
2. Use discount brokerage services	16.1	214	8
3. Made savings/investments totaling over $20,000 last year	11.5	184	8
4. Use credit card(s) more than 10 times per month	34.6	184	9
5. Changed residence or relocated last year	22.9	184	2
6. Hold an American Express Green, Gold, or Platinum credit card	18.0	169	10
7. Have invested in three or more mutual fund families	13.3	168	10
8. Use on-line service for research and to obtain financial info	37.3	167	7
9. Have accidental death & dismemberment insurance	14.3	166	3
10. Have a mutual fund with no load fee	32.3	163	6

12 - A Good Step Forward Segment
Mainstream Singles Group

1999 Lifestyle Data

MEDIA PREFERENCES	Percent Penetration	MicroVision Index	Rank
1. Read Women's Fashion Magazines	12.1	200	5
2. Read Vogue Magazine	8.4	197	6
3. Listen to jazz format	11.8	197	6
4. Read George Magazine	8.8	194	7
5. Read Worth Magazine	5.3	191	9
6. Listen to NPR (National Public Radio)	7.2	187	11
7. Read Cosmopolitan Magazine	14.2	186	5
8. Listen to modern rock	8.7	185	5
9. Read Rolling Stone Magazine	7.4	183	9
10. Read Airline Magazines	7.9	182	9
11. Read Glamour Magazine	10.3	181	6
12. Read Travel Magazines	12.7	174	6
13. Read PC Magazine	5.4	166	11
14. Read Epicurean Magazines	8.8	165	8
15. Listen to classical radio format	5.1	163	11
16. Listen to album oriented/progressive rock format	15.4	163	4
17. Read Newsweek Magazine	17.0	159	9
18. Read US News & World Report	8.9	155	10
19. Read Computer Magazines	13.3	154	10
20. Read PC World	4.5	153	9

HOME FURNISHINGS & IMPROVEMENTS	Percent Penetration	MicroVision Index	Rank
1. Home has a fireplace with no glass doors	19.7	150	11
2. Own a espresso/cappuccino maker	8.0	137	13
3. Own a trash compactor	5.5	134	11
4. Home has a dishwasher	70.7	126	14
5. Home has a water purifier/filter	19.7	123	15
6. Own a electric steam cooker	10.8	122	13
7. Own a garbage disposer	29.1	120	16
8. Home has a water purifier attached to a faucet	9.3	120	12
9. Home has a timers for indoor lights	20.4	118	14
10. Own a electric coffee grinders	17.0	117	16

| POWER UTILITIES	Percent Penetration	MicroVision Index	Rank
1. Don't know type of water heater	29.5	281	7
2. Don't know heater type	15.6	221	6
3. Electric bill averages less than $40	35.3	183	7
4. Gas bill averages $25 or less	26.2	174	7
5. Have a natural gas fireplace with no glass doors	6.1	174	10
6. Water heater is part of a furnace or boiler	9.2	171	8
7. Last contacted electric company to change or add a service	11.0	171	5
8. Prime heating system fuel is electricity	37.5	160	7
9. Would like to read own meter online over PC	18.1	139	6
10. Do not use electric services	4.2	135	17

12 - A Good Step Forward Segment

Mainstream Singles Group

1999

96

13 Successful Singles

Penetration Index
- 0 (None)
- 0 to 99
- 100 to 199
- 200 to 399
- 400 or more
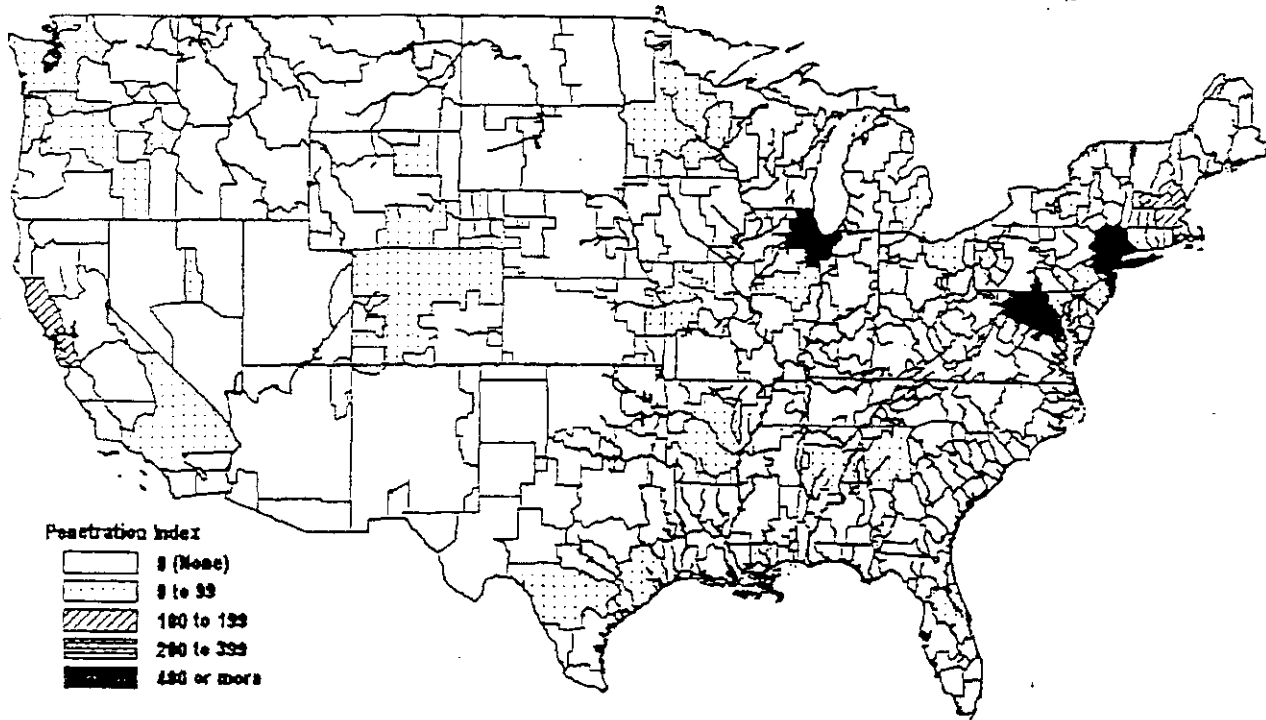
These are renter-occupied, non-family households, usually containing one person and sometimes two, located in urban areas. They have very high income and education levels, and white collar occupations.

Adults in this segment are typically between the ages of 25 and 64, and this segment ranks first in people between the ages of 35 and 44 years. They are over three times as likely to be non-family households and they are the second least likely to have children. They are over twice as likely to have one person in the household and they have the second smallest average household size. This segment has a median household income 66% above average, and ranks first in per capita income (over 3.2 times the national average). These households are found in the highest concentrations around New York, Washington D.C. and Chicago. Over 32% have a bachelor's degree and another 31% have a graduate degree (ranking them first in both categories). They rank second in the executive and managerial, and first in the professional specialty occupations. They are over twice as likely to live in renter-occupied housing, and they rank first in living in structures with 50 or more units. Over 50% take public transportation to work and another 21% walk (ranking them second and fourth, respectively). They are the least likely segment to work in blue-collar occupations, car pool to work, and live in mobile homes.

This segment ranks first for eating at quick service or fine dining restaurants. They also are more likely to use such financial services as a discount broker, owning as American Express card and primarily bank by ATM.

Demographic Data

			MEAN	INDEX	RANK
0	to	4 Years	2.88	41	49
5	to	9 Years	3.50	48	48
10	to	14 Years	2.91	41	48
15	to	17 Years	1.15	28	49
18	to	20 Years	1.31	31	50
21		Years	0.44	34	50
22	to	24 Years	3.00	.79	49
25	to	29 Years	9.10	·129	4
30	to	34 Years	10.55	148	3
35	to	39 Years	11.83	149	1
40	to	44 Years	11.23	141	1
45	to	49 Years	9.46	133	3
50	to	54 Years	7.82	129	2
55	to	59 Years	5.83	122	5
60	to	64 Years	4.51	113	10
65	to	69 Years	3.80	104	18
70	to	74 Years	3.37	100	23
75	to	84 Years	5.07	110	18
85	or More Years		2.24	130	13
Average Age			42.70	117	6
Median Age			41.85	116	6

INCOME (1999)

	MEAN	INDEX	RANK
S 0 to 15,000	9.82	57	38
S 15,000 to 25,000	6.98	51	44
S 25,000 to 35,000	7.64	61	44
S 35,000 to 50,000	12.28	76	40
S 50,000 to 75,000	18.38	95	22
S 75,000 to 100,000	12.76	132	12
$100,000 to 150,000	11.68	178	10
$150,000 or More	20.47	448	3
Average Income	S 107,582	191	3
Median Income	S 68,071	166	8

13 - Successful Singles Segment.
Sustaining Singles Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	99.28	301	1
Suburban	0.72	2	50
Rural	0.00	0	50

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	85.73	107	28
Black	6.36	53	26
Native American	0.20	26	49
Asian	5.27	190	10
Pacific Islander	0.05	35	40
Other	2.39	60	25
Hispanic	7.80	87	17

EDUCATION

	MEAN	INDEX	RANK
Some High School	7.83	32	46
High School Graduate	11.17	37	50
Some College Attendance	14.20	76	44
Associate Degree	3.95	64	46
Bachelors Degree	32.43	247	1
Post Graduate Degree	30.42	421	1

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	88.74	153	1
Total Blue Collar	11.26	27	50

WORKERS

	MEAN	INDEX	RANK
No Workers	8.35	64	41
1 Worker	26.61	95	38
2 Workers	59.31	130	1
3 or More Workers	5.73	43	49

1999

13 - Successful Singles Segment
Sustaining Singles Group

99

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	26.98	42	44
Renter Occupied	73.03	204	7
Median Rent Paid	S 631	169	4

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
S 0 to 50,000	0.72	5	46
$ 50,000 to 100,000	1.71	5	49
S100,000 to 150,000	3.48	16	50
S150,000 to 200,000	5.22	45	42
$200,000 to 300,000	17.64	166	12
$300,000 to 400,000	15.75	387	3
S400,000 to 500,000	12.74	666	1
S500,000 or More	42.75	1591	1
Median Property Value	$ 443,040	418	1

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	57.36	234	3
2 Persons	29.86	93	33
3 to 4 Persons	11.21	35	48
5 to 6 Persons	1.36	15	50
7 or More Persons	0.20	11	50
Average Household Size	1.63	62	49

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	1.80	34	45
1 Unit (Detached)	1.08	2	50
2 Units	1.92	40	44
3 to 9 Units	11.00	114	19
10 to 49 Units	26.51	309	7
50 or More Units	56.38	1312	1
Mobile Home	0.01	0	50
Other Type of Unit	1.29	118	20

13 - Successful Singles Segment
Sustaining Singles Group

1999

100

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION	Percent Penetration	MicroVision Index	Rank
1. Eat at quick service coffee house restaurants	6.7	596	1
2. Eat at family style coffee shops	19.6	579	1
3. Eat at fine dining restaurants	22.0	449	1
4. Eat at quick service bakery/bagel shops	18.2	389	1
5. Eat at midscale Italian restaurants	9.8	368	1
6. Eat at quick service deli restaurants	12.7	330	2
7. Shopped at Lord & Taylor in the past 4 weeks	7.8	299	2
8. Eat at Asian restaurants	11.8	289	2
9. Eat at quick service specialty bagel outlets	2.6	288	4
10. Last domestic travel/trip was for business	6.6	283	1
11. Eat at casual Asian restaurants	12.0	279	3
12. Shopped at The Gap in the last 4 weeks	17.3	272	3
13. Used a Laundromat in last 6 months	24.2	256	1
14. Traveled to foreign country for 15 or more nights in last 3 years	12.7	259	3
15. Purchased a men's business suit this past year	17.9	259	3
16. Drank imported wine in the last 6 months	18.1	251	2
17. Shopped at Macy's in the last 4 weeks	20.2	247	4
18. Exercise 2 times per week at a fitness club	20.7	247	1
19. Own a passport	46.3	240	3
20. Drank Heinekin beer in the last 6 months	11.2	232	2

COMMUNICATIONS & TECHNOLOGY	Percent Penetration	MicroVision Index	Rank
1. Have voice mail with wireless phone	9.6	221	1
2. PC primarily used for business work	17.0	215	5
3. Use internet/online services 1-5 times/week	19.3	203	7
4. Method of collect calling is through operator	6.9	195	2
5. Spend less than 10 hours/week telecommuting	9.0	190	6
6. PC primarily used for banking/budgeting/taxes	7.7	188	7
7. Average monthly expenses for online/internet is < $15	8.3	187	8
8. Reason for having primary wireless phone is business	8.0	177	6
9. PC primarily used for surfing internet or world wide web	6.0	176	4
10. Average monthly expenses for online/internet is $22+	12.0	171	3

FINANCIAL SERVICES	Percent Penetration	MicroVision Index	Rank
1. Hold an American Express Green, Gold, or Platinum credit card	36.1	340	2
2. Made savings/investments totaling over $20,000 last year	19.2	307	4
3. Have a money market deposit account	22.0	276	2
4. Have total investable assets >$200k	19.2	276	5
5. Use discount brokerage services	18.0	239	7
6. Have renter insurance	21.3	222	5
7. Own stock funds	37.0	219	4
8. Have a money market deposit account	32.3	212	4
9. Use credit card(s) more than 10 times per month	39.3	209	6
10. Bank primarily by ATM	63.0	198	2

13 - Successful Singles Segment

Sustaining Singles Group

1999

101

1999 Lifestyle Data

MEDIA PREFERENCES	Percent Penetration	MicroVision Index	Rank
1. Read George Magazine	41.0	900	1
2. Listen to classical radio format	16.8	544	1
3. Read Women's Fashion Magazines	20.0	331	1
4. Read Vogue Magazine	13.7	320	1
5. Read Worth Magazine	8.3	300	4
6. Listen to NPR (National Public Radio)	11.5	300	3
7. Listen to all news radio format	21.5	298	2
8. Read Rolling Stone Magazine	11.2	278	2
9. Listen to jazz format	15.1	254	2
10. Read Smithsonian Magazine	10.2	233	3
11. Read Travel Magazines	16.6	227	3
12. Read This Old House Magazine	10.2	223	3
13. Read Epicurean Magazines	11.5	214	4
14. Read Golf For Women Magazine	11.7	199	3
15. Read Airline Magazines	8.5	197	7
16. Read Entertainment Weekly	8.1	195	6
17. Read Newsweek Magazine	20.5	192	3
18. Read Cosmopolitan Magazine	14.4	189	4
19. Read Glamour Magazine	10.7	188	5
20. Listen to modern rock	8.8	188	4

| HOME FURNISHINGS & IMPROVEMENTS	Percent Penetration	MicroVision Index	Rank
1. Home has a refrigerator (not frost free)	33.8	258	1
2. Home has a water purifier/filter	21.3	134	9
3. Home has a water purifier attached to a faucet	10.2	132	8
4. Own a humidifier	15.4	120	11
5. Own a built-in gas oven	15.1	120	11
6. Own a espresso/cappuccino maker	6.6	113	19
7. Own a electric toaster oven	27.8	111	16
8. Purchased a coffee maker-automatic drip or electric last year	5.4	105	15
9. Home has a air cleaner	12.2	99	19
10. Home has a humidifier	22.1	95	30

POWER UTILITIES	Percent Penetration	MicroVision Index	Rank
1. Don't know type of water heater	65.3	623	1
2. Do not use electric services	12.3	394	5
3. Heater type is steam or hot water system	32.6	376	3
4. Don't know heater type	21.6	306	2
5. Water heater is part of a furnace or boiler	15.7	294	3
6. Prime heating system is oil	25.1	285	2
7. Do not have a cooling system thermostat	39.2	278	2
8. Gas bill averages $25 or less	41.2	274	1
9. Electric bill averages less than $40	51.7	268	1
10. Do not leave lights on to discourage theft	74.1	225	1

13 - Successful Singles Segment
Sustaining Singles Group

1999

102

14 Middle Years

Segment Concentration by Designated Market Area (DMA)

Penetration Index

☐	0 (None)
☐	0 to 99
▨	100 to 199
▤	200 to 399
■	400 or more
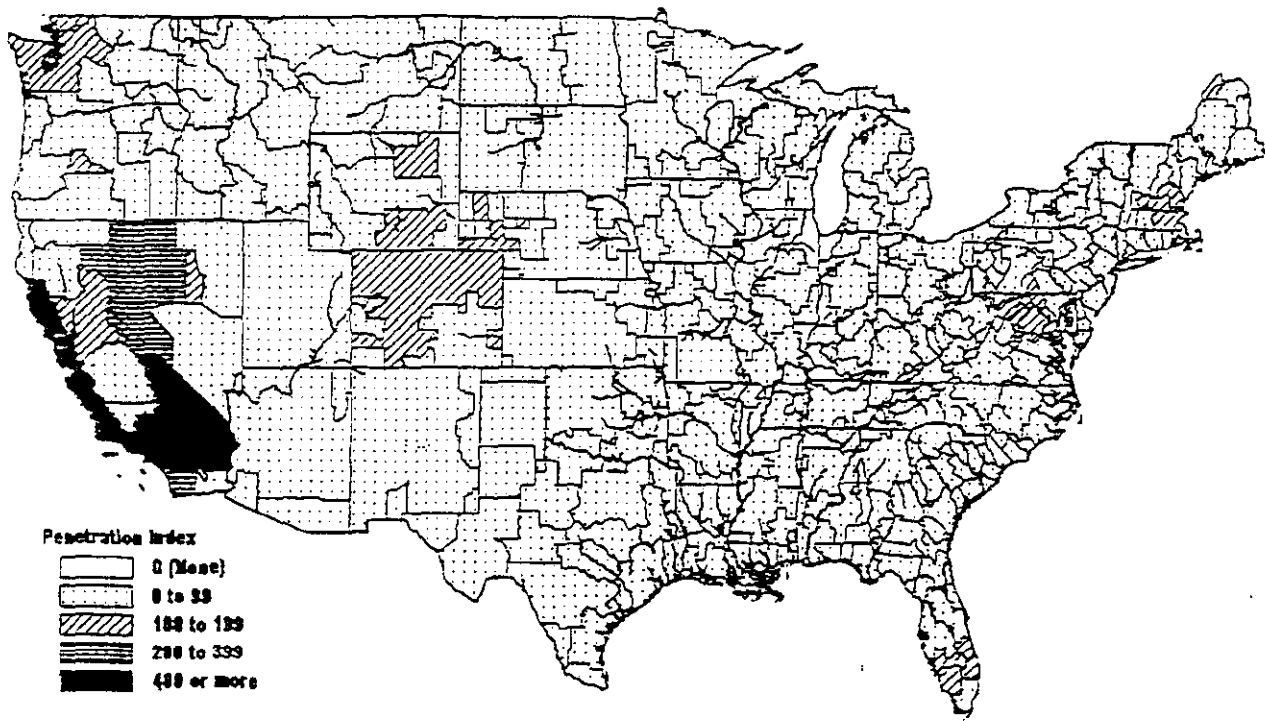
This segment has a high income level, a high concentration of adults, and typically work in white-collar occupations. They are slightly above the national average in owner-occupied units, having two persons in the household and living in suburban areas.

These adults are over 25% more likely than average to be between 50 and 64 years of age, and score above average for all age groups over 40. These households are less likely than average to have children, slightly more likely to be married and to contain two people. Their median household income is 73% above average, while their per capita income is more than twice the national average (ranking them third). Although predominantly white, this segment has almost 2.5 times the national concentration of Asian households. Over 56% of these households are in the suburbs and 27% live in urban areas. They are found in the highest concentration along the California Coast. They are more likely than average to have attended some college, rank ninth and seventh in having a bachelor's degree and a graduate degree respectively. They are 29% more likely than average to work in white-collar occupations, scoring above average in sales, professional specialty, and executive and managerial positions. They also score just above the national average in living in owner-occupied units, but their property value is almost four times the national average. While most live in single unit, detached homes, they are also over 20% more likely than average to live in structures with 10 or more units.

Middle Years are ranks first for travel to a foreign country, owning a passport, snow skiing last year and owning downhill skis/boots. They also like to read travel magazines and listen to all news radio.

        FCC4A000000274

Demographic Data

			MEAN	INDEX	RANK
0	to	4 Years	5.50	78	38
5	to	9 Years	5.85	81	38
10	to	14 Years	5.92	84	37
15	to	17 Years	3.53	87	33
18	to	20 Years	3.54	85	39
21		Years	1.11	86	33
22	to	24 Years	3.43	90	41
25	to	29 Years	6.65	95	31
30	to	34 Years	6.43	90	38
35	to	39 Years	6.86	87	45
40	to	44 Years	7.92	99	21
45	to	49 Years	8.33	117	8
50	to	54 Years	7.74	128	3
55	to	59 Years	6.18	130	2
60	to	64 Years	5.03	126	4
65	to	69 Years	4.52	124	6
70	to	74 Years	4.05	120	10
75	to	84 Years	5.40	117	14
85	or More Years		2.00	117	19
Average Age			40.19	110	9
Median Age			41.21	114	7

			MEAN	INDEX	RANK
$	0 to	15,000	9.18	53	39
$ 15,000	to	25,000	7.84	57	40
$ 25,000	to	35,000	7.86	63	43
$ 35,000	to	50,000	11.43	70	43
$ 50,000	to	75,000	16.37	84	28
$ 75,000	to	100,000	11.55	120	13
$100,000	to	150,000	12.46	190	9
$150,000	or	More	23.31	510	2
Average Income		$ 123,141	219	2
Median Income		$ 70,908	173	6

14 - Middle Years Segment
Accumulated Wealth Group

1999

104

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	27.13	82	27
Suburban	56.18	133	20
Rural	16.69	67	17

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	86.30	107	27
Black	3.60	30	38
Native American	0.41	52	37
Asian	6.51	234	6
Pacific Islander	0.30	204	4
Other	2.88	73	20
Hispanic	7.58	84	20

EDUCATION

	MEAN	INDEX	RANK
Some High School	12.20	49	38
High School Graduate	18.39	61	44
Some College Attendance	20.13	108	20
Associate Degree	6.60	107	16
Bachelors Degree	24.65	188	9
Post Graduate Degree	17.98	249	7

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	75.05	129	9
Total Blue Collar	24.95	60	42

WORKERS

	MEAN	INDEX	RANK
No Workers	11.04	85	33
1 Worker	29.08	104	20
2 Workers	46.60	102	21
3 or More Workers	13.29	99	17

1999

14 - Middle Years Segment
Accumulated Wealth Group

FCC4A000000276

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	70.18	109	22
Renter Occupied	29.82	83	29
Median Rent Paid	$ 580	155	6

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
$ 0 to 50,000	2.11	14	39
$ 50,000 to 100,000	6.41	20	46
$100,000 to 150,000	7.71	36	46
$150,000 to 200,000	7.42	63	31
$200,000 to 300,000	13.72	129	17
$300,000 to 400,000	12.00	295	7
$400,000 to 500,000	10.10	528	3
$500,000 or More	40.52	1508	2
Median Property Value	$ 406,168	383	2

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	24.01	98	26
2 Persons	35.94	112	7
3 to 4 Persons	30.71	95	31
5 to 6 Persons	8.08	88	34
7 or More Persons	1.26	73	27
Average Household Size	2.55	97	31

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	6.00	114	20
1 Unit (Detached)	64.00	108	25
2 Units	2.74	57	36
3 to 9 Units	8.34	86	27
10 to 49 Units	9.45	110	18
50 or More Units	5.00	116	14
Mobile Home	3.32	46	31
Other Type of Unit	1.16	106	28

14 - Middle Years Segment
Accumulated Wealth Group

1999

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION	Percent Penetration	MicroVision Index	Rank
1. Shopped at Nordstrom in the past 4 weeks	17.4	466	2
2. Shopped at Macy's in the last 4 weeks	37.1	453	1
3. Have a Chevron credit card	15.6	436	1
4. Contributed $50 or more to PBS last year	13.8	433	1
5. Purchased a men's business suit this past year	26.3	382	1
6. Shopped at Neiman Marcus/Saks Fifth Ave. in the past 4 weeks	8.4	371	2
7. Used a maid/housekeeper in the last 12 months	34.1	363	1
8. Went snow skiing in the last year	15.6	350	1
9. Eat at casual Asian restaurants	14.5	336	1
10. Shop at Price Clubs	2.0	324	1
11. Traveled to foreign country for 15 or more nights in last 3 years	15.6	318	1
12. Eat at fine dining restaurants	15.6	318	2
13. Drank domestic red wine in the last 6 months	21.6	303	2
14. Spent $100 or more on dry cleaning in last 6 months	19.2	303	2
15. Used a professional cleaning service in last 12 months	10.2	288	1
16. Own a passport	55.1	286	1
17. Eat a midscale seafood restaurants	5.4	277	1
18. Own downhill skis/boots	13.2	275	1
19. Wrote to a magazine/newspaper editor in past year	12.0	275	1
20. Wrote to an elected official in the past year	15.6	271	2

COMMUNICATIONS & TECHNOLOGY	Percent Penetration	MicroVision Index	Rank
1. Reason for having 2 or more lines is to use with fax machine	16.8	420	1
2. Reason for having 2 or more lines is to use with PC modem	26.7	284	1
3. PC primarily used for banking/budgeting/taxes	11.2	274	4
4. Second wireless phone is cellular	15.2	261	1
5. PC primarily used for business work	20.1	254	1
6. Use internet/online services 1-5 times/week	22.9	240	4
7. Reason for having 2 or more lines is due to family size/teenagers	11.1	236	2
8. Have more than one phone line	39.2	234	1
9. Have more than one personal PC in household	24.7	232	4
10. PC primarily used for other purposes	7.5	208	2

FINANCIAL SERVICES	Percent Penetration	MicroVision Index	Rank
1. Made savings/investments totaling over $20,000 last year	25.9	415	1
2. Have total investable assets >$200k	26.0	374	2
3. Use discount brokerage services	24.8	329	2
4. Have invested in three or more mutual fund families	25.4	320	1
5. Purchased a home last year	17.4	283	2
6. Own money market mutual funds	45.8	270	1
7. Invest in a fixed payment annuity	16.0	273	1
8. Have a money market deposit account	40.0	262	1
9. Worked w/financial planner to set up financial plan	18.3	259	1
10. Invest in an annuity	31.8	247	1

14 - Middle Years Segment
Accumulated Wealth Group

FCC4A000000278

1999 Lifestyle Data

MEDIA PREFERENCES

MEDIA PREFERENCES	Percent Penetration	MicroVision Index	Rank
1. Read Worth Magazine	12.6	456	2
2. Listen to classical radio format	13.8	445	2
3. Listen to NPR (National Public Radio)	13.8	360	1
4. Read George Magazine	14.4	316	5
5. Read Travel Magazines	19.2	263	2
6. Read Airline Magazines	11.4	262	4
7. Read Epicurean Magazines	13.8	257	2
8. Watch Great Performances	9.6	245	2
9. Watch Ally McBeal	10.2	240	1
10. Read Money Magazine	11.4	237	2
11. Read This Old House Magazine	10.8	235	2
12. Listen to all news radio format	16.8	233	5
13. Listen to news/talk radio format	43.1	230	1
14. Read Business/Finance Magazines	47.3	229	1
15. Watch Kennedy Center Honors	10.8	226	1
16. Watched the US Open Golf Championships	19.8	210	1
17. Read US News & World Report	12.0	209	2
18. Read House Beautiful Magazine	7.2	203	3
19. Listen to all sports radio format	18.6	193	4
20. Read PC World	5.4	185	4

HOME FURNISHINGS & IMPROVEMENTS

HOME FURNISHINGS & IMPROVEMENTS	Percent Penetration	MicroVision Index	Rank
1. Home has a oven (non-convection) separate from stove (range top)	54.0	375	1
2. Own a trash compactor	15.0	366	2
3. Own a espresso/cappuccino maker	19.8	338	1
4. Home has a stove (range top) separate from oven (non-convection)	54.7	301	1
5. Own a pasta machine	10.2	301	2
6. Own a cook top	29.9	297	1
7. Own a electric coffee grinders	42.5	292	1
8. Own a range/microwave oven combo	20.4	290	1
9. Own a hot tub/whirlpool spa	14.4	273	3
10. Home has a pool or hot tub	23.9	270	2

POWER UTILITIES

| POWER UTILITIES	Percent Penetration	MicroVision Index	Rank
1. Have a natural gas fireplace with glass doors	22.9	501	2
2. Have 2 or more central air conditioners	13.7	420	1
3. Have a gas, non-convection oven separate from stove	14.9	406	1
4. Have a gas range top separate from non-convection oven	25.0	393	1
5. Have an electric, non-convection oven separate from stove	40.3	368	1
6. Have a home security system	42.4	269	1
7. Have a natural gas fireplace with no glass doors	8.4	238	6
8. Have an electric range top separate from oven (non-conv.)	26.5	233	3
9. Have a natural gas grill	16.2	229	2
10. Have participated in home energy audits in current home	25.9	226	1

14 - Middle Years Segment

Accumulated Wealth Group

1999

15 Great Beginnings

Segment Concentration by Designated Market Area (DMA)

Penetration Index
- 0 (None)
- 0 to 99
- 100 to 199
- 200 to 399
- 400 or more
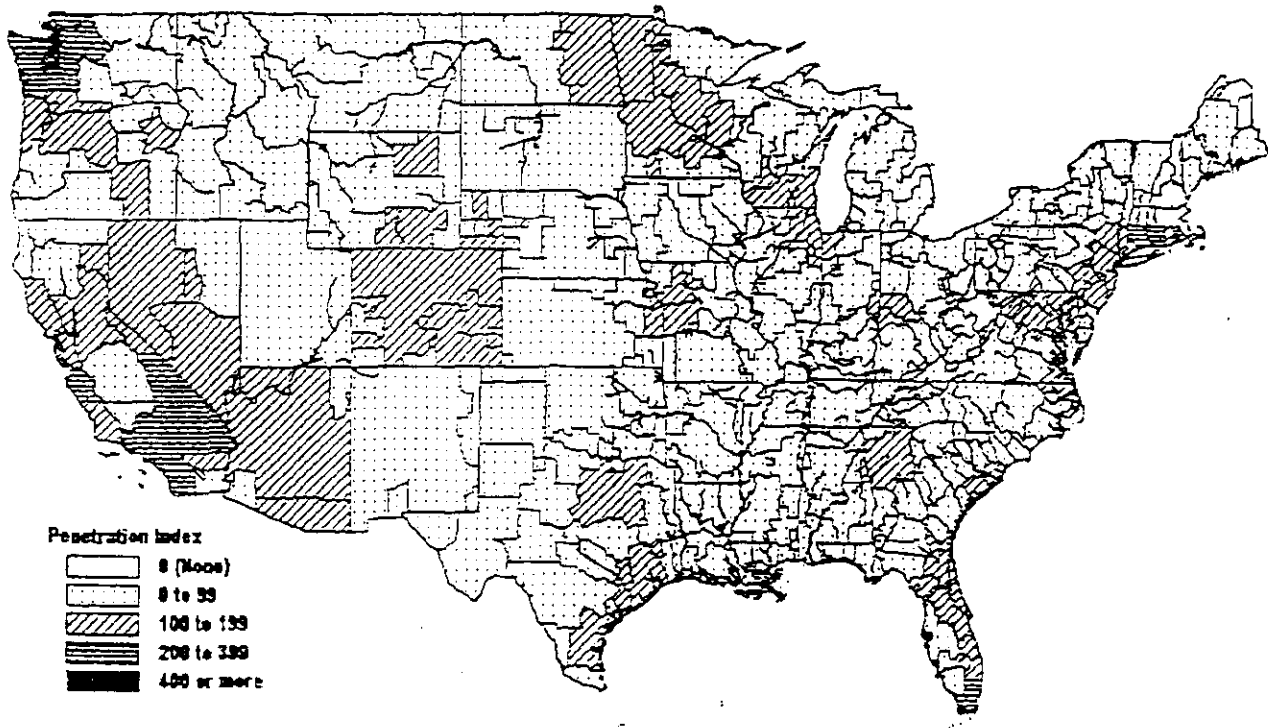
These are typically households with one or two young adults, living in renter-occupied housing and located in urban and suburban areas. Their median household income is slightly higher than average, as is the percent that have college degrees and work in white-collar occupations.

This segment contains younger adults, typically between 25 and 44 years old. Only 30% of these households have children (19% below average) and the children in this segment tend to be under nine years old. While these households are more likely than average to contain one or two persons and have a smaller than average household size, almost 30% contain three to four people. Over 20% of Great Beginnings are non-family households, which is 63% above average. The median household income of this segment is 4% above the national average. They are more likely than average to live in urban and suburban areas and are concentrated along the two coasts, especially in Boston, Miami, California, and Seattle. This segment scores above average in all white-collar occupations, particularly technical and administrative support. They are 63% more likely to live in renter-occupied housing, and over three times as likely to live in structures with ten to 49 units. From the 1990 Census, they score above average in having one and two vehicles in the household, living in housing built after 1960, and driving alone to work.

This segment is among the top five to primarily use their PC for email, change residence or relocate last year and use their ATM/Debit card to purchase goods or services. They also tend to listen to album oriented rock radio stations and read computer magazines.

1999   109   15 - Great Beginnings Segment
Mainstream Singles Group

Demographic Data

			MEAN	INDEX	RANK
0	to	4 Years	6.77	96	29
5	to	9 Years	6.99	96	31
10	to	14 Years	6.40	90	36
15	to	17 Years	3.17	78	39
18	to	20 Years	3.07	73	46
21		Years	1.15	89	28
22	to	24 Years	3.84	101	18
25	to	29 Years	8.09	115	7
30	to	34 Years	9.84	138	5
35	to	39 Years	10.53	133	4
40	to	44 Years	8.87	111	11
45	to	49 Years	6.96	98	19
50	to	54 Years	5.59	93	32
55	to	59 Years	4.19	88	36
60	to	64 Years	3.34	84	40
65	to	69 Years	2.98	82	37
70	to	74 Years	2.76	82	37
75	to	84 Years	3.90	85	35
85	or More Years		1.58	92	31
Average Age			35.98	98	30
Median Age			35.62	98	28

INCOME (1999)

	MEAN	INDEX	RANK
$ 0 to 15,000	12.27	71	34
$ 15,000 to 25,000	13.33	97	35
$ 25,000 to 35,000	14.58	116	17
$ 35,000 to 50,000	19.82	122	3
$ 50,000 to 75,000	22.00	113	12
$ 75,000 to 100,000	9.88	102	16
$100,000 to 150,000	5.58	85	18
$150,000 or More	2.52	55	24
Average Income	$ 52,074	93	18
Median Income	$ 42,425	104	16

15 - Great Beginnings Segment
Mainstream Singles Group

1999

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	51.23	155	15
Suburban	47.16	112	25
Rural	1.61	6	42

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	83.33	104	30
Black	7.58	63	22
Native American	0.55	70	31
Asian	4.74	171	11
Pacific Islander	0.19	128	14
Other	3.62	92	15
Hispanic	9.38	104	11

EDUCATION

	MEAN	INDEX	RANK
Some High School	16.28	66	33
High School Graduate	27.69	92	30
Some College Attendance	23.04	123	6
Associate Degree	7.74	126	7
Bachelors Degree	17.37	132	18
Post Graduate Degree	7.88	109	18

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	65.68	113	17
Total Blue Collar	34.32	82	34

WORKERS

	MEAN	INDEX	RANK
No Workers	9.29	71	39
1 Worker	27.12	97	33
2 Workers	51.43	113	14
3 or More Workers	12.16	91	21

1999

15 - Great Beginnings Segment
Mainstream Singles Group

111

FCC4A000000282

Demographic Data

OWNER / RENTER

		MEAN	INDEX	RANK
Owner Occupied		41.57	65	38
Renter Occupied		58.43	163	13
Median Rent Paid	S	464	124	13

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
S 0 to 50,000	2.40	16	38
S 50,000 to 100,000	27.15	83	35
S100,000 to 150,000	30.61	142	4
S150,000 to 200,000	17.50	150	9
S200,000 to 300,000	14.89	140	14
S300,000 to 400,000	4.53	111	17
S400,000 to 500,000	1.69	88	18
S500,000 or More	1.23	46	23
Median Property Value	S 133,397	126	16

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	31.03	126	14
2 Persons	34.22	107	15
3 to 4 Persons	27.92	86	37
5 to 6 Persons	5.94	64	41
7 or More Persons	0.90	52	39
Average Household Size	2.33	88	38

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	6.92	132	14
1 Unit (Detached)	32.18	55	40
2 Units	5.32	110	16
3 to 9 Units	19.01	197	8
10 to 49 Units	25.82	301	8
50 or More Units	7.42	173	10
Mobile Home	2.30	32	32
Other Type of Unit	1.02	93	35

15 - Great Beginnings Segment

Mainstream Singles Group

1999

112

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION	Percent Penetration	MicroVision Index	Rank
1. Ate at Carl's Jr. in the last 4 weeks	3.2	247	6
2. Ate at Baskin Robbins in the last 4 weeks	1.8	212	3
3. Ate at Jack in The Box in the last 4 weeks	2.7	199	6
4. Shopped at the White Hen in the last 6 months	4.7	196	6
5. Shop at Price Clubs	1.2	196	6
6. Ate at Chili's in the last 4 weeks	1.6	176	8
7. Ate at Outback Steakhouse in the last 4 weeks	1.3	173	10
8. Eat at casual Asian restaurants	7.3	170	9
9. Ate at the Olive Garden in the last 4 weeks	2.9	167	5
10. Ate at Boston Market in the last 4 weeks	3.1	167	11
11. Shopped at ARCO in the last 6 months	5.9	161	10
12. Eat at quick service donut restaurants	4.6	160	5
13. Eat at Asian restaurants	6.4	157	9
14. Went roller blading/in-line skating last year	5.9	157	11
15. Eat at casual Italian restaurants	7.3	156	11
16. Bought gas with a debit card last month	7.5	156	10
17. Eat at quick service bakery/bagel shops	7.3	155	14
18. Eat at family style coffee shops	5.2	153	11
19. Ate at T.G.I. Fridays in the last 4 weeks	0.9	149	13
20. Eat at casual Mexican restaurants	8.4	148	9

COMMUNICATIONS & TECHNOLOGY	Percent Penetration	MicroVision Index	Rank
1. PC primarily used for email	8.6	173	5
2. Have voice mail with wireless phone	7.0	162	10
3. Primary reason for pager company services is general convenience	10.0	155	9
4. Switched online/internet service provider at least once last year	5.4	153	11
5. PC primarily used for surfing internet or world wide web	5.2	153	9
6. Primary wireless phone is analog	12.9	145	10
7. Average monthly expenses for online/internet is < $15	6.4	144	17
8. Have busy return for regular wire phone	14.4	142	9
9. Have call waiting with wireless phone	11.3	141	9
10. Intend to purchase/upgrade modem in next 6 months	11.1	139	9

FINANCIAL SERVICES	Percent Penetration	MicroVision Index	Rank
1. Have renter insurance	17.1	178	11
2. Changed residence or relocated last year	21.1	169	5
3. Obtain account balance by phone	38.9	146	4
4. Have an auto loan from a Credit Union	12.7	145	7
5. Transfer funds over the telephone	14.1	140	15
6. Belong to individual health maintenance organization	14.2	134	9
7. Use ATM/Debit card used to purchase goods or services	55.6	129	5
8. Use on-line service for research and to obtain financial info	28.9	129	14
9. Bank primarily by ATM	40.4	127	13
10. Changed residence or relocated last year	9.6	127	12

15 - Great Beginnings Segment

Mainstream Singles Group

1999

113

1999 Lifestyle Data

MEDIA PREFERENCES	Percent Penetration	MicroVision Index	Rank
1. Read PC World	4.5	156	8
2. Listen to modern rock	7.1	153	9
3. Listen to contemporary hits radio format	17.9	151	10
4. Listen to album oriented/progressive rock format	13.5	143	11
5. Read Fitness Magazines	5.9	142	10
6. Listen to jazz format	8.2	138	16
7. Watch Beverly Hills 90210	8.4	138	12
8. Watch Party Of Five	6.0	134	9
9. Watched MTV last week	13.7	134	12
10. Read Computer Magazines	11.4	131	17
11. Adult Contemporary Format	27.6	129	5
12. Read Car & Driver Magazine	4.5	128	10
13. Read Cosmopolitan Magazine	9.8	128	13
14. Read PC Magazine	4.1	128	14
15. Read Science/Technology Magazines	8.2	127	14
16. Read Glamour Magazine	7.2	127	12
17. Read Women's Fashion Magazines	7.6	127	16
18. Listen to golden oldies radio format	18.1	126	12
19. Read Vogue Magazine	5.4	126	16
20. Read Consumer Digest	4.5	125	14

HOME FURNISHINGS & IMPROVEMENTS	Percent Penetration	MicroVision Index	Rank
1. Own a espresso/cappuccino maker	7.1	122	16
2. Home has a dishwasher	67.2	120	15
3. Own a electric coffee grinders	17.3	119	15
4. Own a built-in gas oven	14.9	118	12
5. Purchased kitchen/dining room furniture last year	5.2	118	12
6. Home has a fireplace with no glass doors	15.0	114	15
7. Own a clothes dryer (gas)	18.4	113	15
8. Purchased a automatic washing machine last year	5.0	111	15
9. Home has a programmable thermostat	24.2	111	15
10. Purchased a clothes dryer last year	4.1	109	13

| POWER UTILITIES	Percent Penetration	MicroVision Index	Rank
1. Don't know type of water heater	17.4	166	14
2. Don't know heater type	11.4	162	12
3. Electric bill averages less than $40	28.6	148	12
4. Have a natural gas fireplace with no glass doors	4.8	136	13
5. Last contacted electric company to change or add a service	8.4	130	7
6. Have one central air conditioner	34.0	124	12
7. Prime heating system fuel is electricity	29.0	124	11
8. Last contacted electric company to check on account	6.8	123	15
9. Would like to read own meter online over PC	15.7	121	16
10. Obtained energy conserv. info from utility while in current home	21.1	116	15

15 - Great Beginnings Segment

Mainstream Singles Group

1999

114

32 Metro Singles

Segment Concentration by Designated Market Area (DMA)

Penetration Index

- 0 (None)
- 0 to 99
- 100 to 199
- 200 to 399
- 400 or more
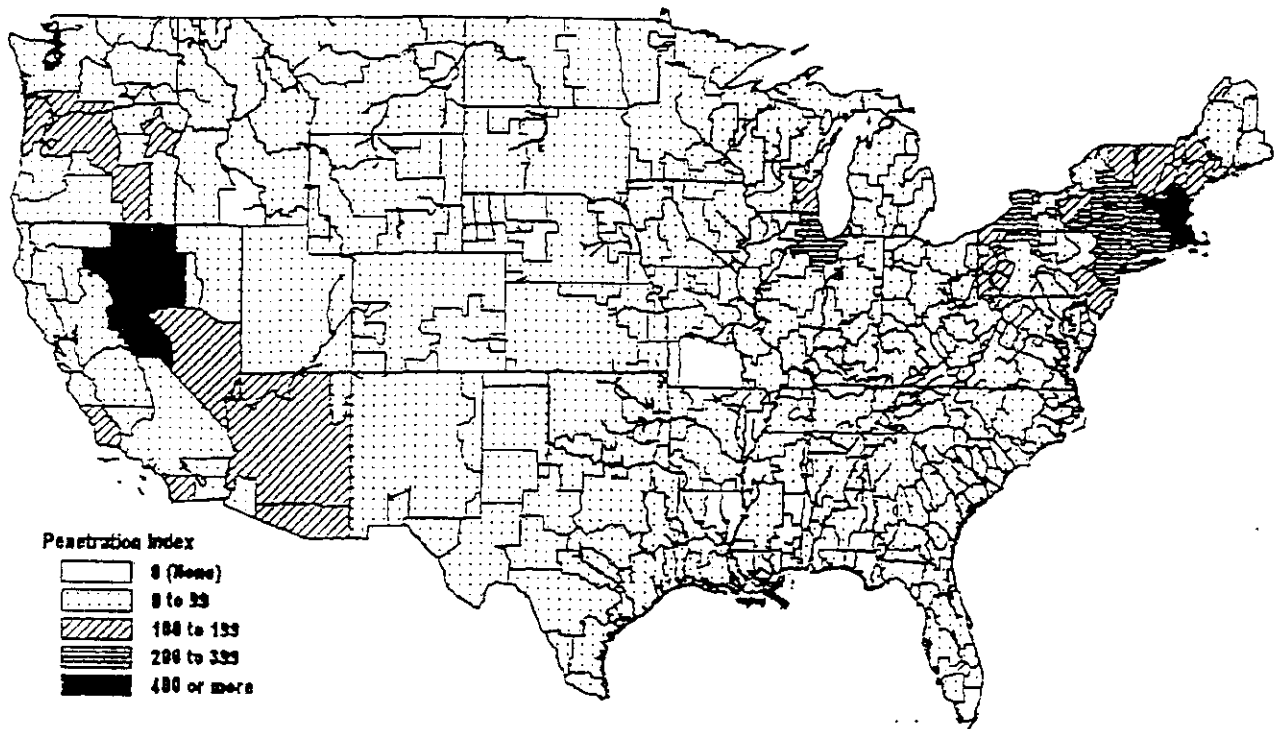
This segment consists of households containing relatively young singles, some couples and few children. They are typically renters, located in urban areas, with medium-low income and education levels and work in administrative support and blue-collar occupations.

Metro Singles are more likely than average to be between the ages of 25 and 39, and any children are most likely to be under age nine. These households are 30% more likely than average to contain one person and they are 26% less likely than average to contain a married couple. They contain slightly less than an average share of white households and 20% of these households are Hispanic (ranking them fourth). The median household and per capita incomes are 23% and 22% below the national norm, respectively. This segment ranks fourth in the share of households located in urban areas, particularly around New York, Boston, and Reno. Educational attainment beyond high school is below average and slightly less than half work in blue collar positions (14% above average). This segment is more than three times as likely to take public transportation to work and has a relatively long average time to commute to work. For example, the segment ranks fifth for the percentage commuting 60 to 89 minutes to work. Most live in rental housing and they rank first for the percentage living two and three to nine unit structures. About 45% live in housing built in 1939 or earlier, ranking them third in this category.

These households rank very high in purchasing video games in the past year, eating at quick service restaurants, having a prepaid calling card, and listening to contemporary hits

1999

211

32 - Metro Singles Segment
Mainstream Singles Group

FCC4A000000286

Demographic Data

			MEAN	INDEX	RANK
0	to	4 Years	7.40	105	16
5	to	9 Years	7.38	102	22
10	to	14 Years	6.73	95	30
15	to	17 Years	3.39	84	35
18	to	20 Years	3.36	80	42
21		Years	1.20	92	24
22	to	24 Years	3.68	97	27
25	to	29 Years	7.72	110	12
30	to	34 Years	8.97	126	7
35	to	39 Years	9.48	120	5
40	to	44 Years	8.20	103	17
45	to	49 Years	6.48	91	34
50	to	54 Years	5.12	85	37
55	to	59 Years	3.99	84	39
60	to	64 Years	3.51	88	36
65	to	69 Years	3.32	91	35
70	to	74 Years	3.28	97	26
75	to	84 Years	4.83	105	21
85	or More Years		1.95	114	21
Average Age			36.30	99	25
Median Age			35.41	98	32

INCOME (1999)

				MEAN	INDEX	RANK
S	0	to	15,000	22.79	132	20
S	15,000	to	25,000	17.44	127	19
S	25,000	to	35,000	14.93	119	11
S	35,000	to	50,000	16.87	104	20
S	50,000	to	75,000	16.27	84	29
S	75,000	to	100,000	6.53	68	30
$100,000	to	150,000		3.65	56	31
$150,000	or	More		1.52	33	34
Average Income			S 41,556	74	36
Median Income			S 31,541	77	33

32 - Metro Singles Segment
Mainstream Singles Group

1999

212

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	85.03	257	4
Suburban	14.65	35	43
Rural	0.32	1	46

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	78.92	98	32
Black	7.89	65	20
Native American	0.67	85	21
Asian	4.32	155	14
Pacific Islander	0.10	70	22
Other	8.10	205	6
Hispanic	20.00	223	4

EDUCATION

	MEAN	INDEX	RANK
Some High School	34.76	140	9
High School Graduate	30.84	103	19
Some College Attendance	15.62	83	42
Associate Degree	5.13	83	36
Bachelors Degree	9.08	69	31
Post Graduate Degree	4.58	63	32

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	52.12	90	32
Total Blue Collar	47.88	114	19

WORKERS

	MEAN	INDEX	RANK
No Workers	14.53	112	25
1 Worker	31.38	112	10
2 Workers	40.42	89	40
3 or More Workers	13.66	102	16

1999

32 - Metro Singles Segment
Mainstream Singles Group

FCC4A000000288

Demographic Data

OWNER / RENTER

		MEAN	INDEX	RANK
Owner Occupied		35.23	55	41
Renter Occupied		64.77	181	10
Median Rent Paid	S	390	104	22

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
S 0 to 50,000	12.53	85	26
S 50,000 to 100,000	33.46	103	31
S100,000 to 150,000	20.39	95	22
S150,000 to 200,000	14.57	124	15
S200,000 to 300,000	14.23	134	16
S300,000 to 400,000	3.23	79	22
S400,000 to 500,000	0.98	51	24
S500,000 or More	0.60	22	29
Median Property Value	S 109,834	104	22

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	32.01	130	13
2 Persons	29.19	91	35
3 to 4 Persons	28.59	88	35
5 to 6 Persons	8.32	90	33
7 or More Persons	1.89	109	14
Average Household Size	2.47	94	35

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	7.26	138	11
1 Unit (Detached)	18.51	31	43
2 Units	21.27	440	1
3 to 9 Units	29.07	301	1
10 to 49 Units	15.33	179	12
50 or More Units	5.06	118	13
Mobile Home	2.01	28	34
Other Type of Unit	1.50	136	7

32 - Metro Singles Segment
Mainstream Singles Group

1999

214

1999 Lifestyle Data

Lifestyle Profiles with the *Highest* Market Index

LEISURE & RECREATION	Percent Penetration	MicroVision Index	Rank
1. Shopped at the White Hen in the last 6 months	7.4	313	2
2. Ate at Dunkin' donuts in the last 4 weeks	3.1	206	3
3. Eat at quick service coffee house restaurants	2.2	190	10
4. Purchased video games in the past year	24.5	189	3
5. Shopped at Macy's in the last 4 weeks	15.5	188	7
6. Shopped at Ames in the last 4 weeks	8.9	179	7
7. Purchase full service gasoline	16.3	176	5
8. Shopped at The Gap in the last 4 weeks	10.6	166	11
9. Ate at IHOP in the last 4 weeks	1.7	160	8
10. Eat at Asian restaurants	6.5	158	8
11. Drank Coors beer in the last 6 months	5.7	158	9
12. Used a Laundromat in last 6 months	14.0	154	10
13. Shopped at Lord & Taylor in the past 4 weeks	4.0	153	12
14. Ate at Friendly's in the last 4 weeks	1.6	152	10
15. Eat at family style coffee shops	4.8	141	13
16. Drank Vodka in the last 6 months	16.7	140	9
17. Eat at quick service donut restaurants	4.0	139	10
18. Purchased boys' swimwear and sweat-suits last year	15.3	138	6
19. Drank Budweiser beer in the last 6 months	15.2	138	4
20. Eat at midscale retail store restaurants	4.5	136	12

COMMUNICATIONS & TECHNOLOGY	Percent Penetration	MicroVision Index	Rank
1. Do not use long distance phone service	6.8	160	12
2. Primary reason for pager company services is general convenience	9.1	140	12
3. Have unlisted phone number with regular wire phone	26.4	136	11
4. PC primarily used for surfing internet or world wide web	4.7	136	13
5. Plan to add new service to regular wire phone in next 6 months	9.8	128	11
6. Average monthly expenses for long distance service is <$10	23.7	126	7
7. Have had a prepaid calling card	31.0	118	7
8. Method of collect calling is through operator	4.1	116	14
9. Average monthly expenses for local phone is $41+	32.6	116	12
10. Household does not have a PC	61.6	116	20

FINANCIAL SERVICES	Percent Penetration	MicroVision Index	Rank
1. Have credit card credit insurance	10.2	151	8
2. Primarily bank with teller at supermarket	11.1	144	8
3. Hold an AT&T Universal Card	18.3	143	13
4. Have renter insurance	13.5	140	17
5. Invest in a fixed payment annuity	7.8	133	16
6. Have individual dental insurance	12.7	133	8
7. Hold an American Express Green, Gold, or Platinum credit card	14.0	132	15
8. Have a short term CD from a bank/savings & loan	12.1	131	13
9. Have a SEP/KEOGH account	7.3	131	15
10. Agree: Consumer finance company's give reliable advice	10.3	125	11

32 - Metro Singles Segment
Mainstream Singles Group

1999

FCC4A000000290

1999 Lifestyle Data

MEDIA PREFERENCES	Percent Penetration	MicroVision Index	Rank
1. Listen to all news radio format	16.3	226	6
2. Listen to contemporary hits radio format	21.9	186	4
3. Watch Baywatch MONDAY-FRIDAY	7.9	182	5
4. Read Star Magazine	7.3	181	3
5. Watch Baywatch	10.0	165	5
6. Watch Xena: Warrior Princess	6.0	164	7
7. Read George Magazine	7.3	160	10
8. Watch Married With Children (MONDAY-FRIDAY)	9.0	160	8
9. Listen to modern rock	7.4	159	8
10. Read National Enquirer Magazine	11.9	156	10
11. Watch Boy Meets World	5.7	148	6
12. Watch Fresh Prince Of Bel Air	8.3	145	11
13. Watch Seinfeld MONDAY-FRIDAY	17.9	138	3
14. Watch ABC Saturday Family Movie	7.9	137	7
15. Watch Veronica's Closet	4.3	132	9
16. Watch Ally McBeal	5.6	132	13
17. Watch CBS Sun Night Movie	9.4	131	7
18. Watch Real Stories Of The Highway Patrol	6.2	130	10
19. Watch Jenny Jones Show	6.4	128	14
20. Watch All My Children	8.2	126	12

| HOME FURNISHINGS & IMPROVEMENTS	Percent Penetration	MicroVision Index	Rank
1. Home has a refrigerator (not frost free)	17.7	135	12
2. Own a gas stove/range	20.9	120	8
3. Purchased a vacuum cleaner last year	7.6	114	13
4. Own a electric toaster oven	28.0	112	14
5. Home has a water purifier attached to a faucet	8.7	112	15
6. Purchased curtains last year	4.4	109	20
7. Home has a convection oven	18.7	105	17
8. Purchased a sofa sectional last year	5.4	104	18
9. Purchased a wall-to-wall carpeting, last year	3.3	104	20
10. Own a built-in gas oven	13.0	103	18

POWER UTILITIES	Percent Penetration	MicroVision Index	Rank
1. Heater type is steam or hot water system	26.7	307	4
2. Have 2 or more window/wall-mounted room air conditioners	22.0	210	3
3. Don't know type of water heater	21.0	200	9
4. Have an extended service contract from utility company	8.7	190	3
5. Have a gas stove and oven combination (non-convection)	56.3	189	1
6. Own gas oven (non-convect.) separate from range top stove	6.6	179	8
7. Use a window or wall-mounted air conditioner	43.0	176	5
8. Have a gas range top separate from non-convection oven	10.7	168	8
9. Last contacted gas company was due to billing problems	10.2	167	7
10. Last contacted electric company to schedule a service appt.	5.4	167	3

32 - Metro Singles Segment

Mainstream Singles Group

1999

36 Metro Mix

Segment Concentration by Designated Market Area (DMA)

Penetration Index

- ☐ 0 (None)
- ☐ 1 to 99
- ▨ 100 to 199
- ▤ 200 to 399
- ■ 400 or more
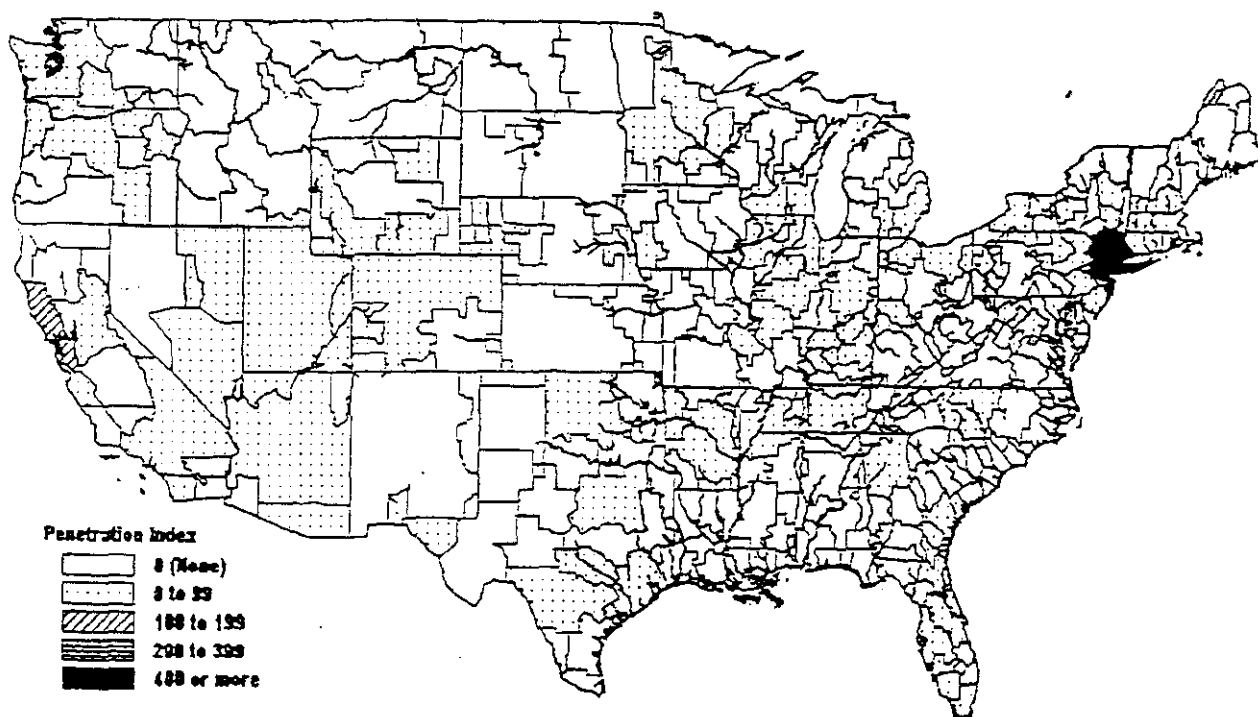
Typically young singles, living in non-family households, located in urban areas. Primarily renters with medium-low income, little college education, working in administrative support and service occupations.

Metro Mix adults are over 10% more likely than average to be in the 25 to 34 year old age range. They are 37% more likely than average to be non-family households and are 36% less likely to contain a married couple. This is an ethnically diverse segment, ranking second and third in its share of Hispanic and Asian households, respectively. This segment ranks high for the percentage of households with children headed by single parents. The median household and per capita income levels are 25% and 22% below average. Almost all households in the Metro Mix segment live in cities, primarily in New York. Educational attainment beyond attending some high school is below average. The ratio of white collar to blue collar workers is similar to that of the nation. However, the only white-collar occupation in which this segment ranks high is administrative support, where they rank second. Within blue-collar jobs, there are above average percentages of the Metro Mix working in the service occupations. This segment ranks first for the percentage taking public transportation to work and they have the longest commute. Over 80% live in renter-occupied housing, with a relatively large percentage of this segment living in multi-unit housing structures.

This segment is more likely to eat at quick service restaurants, acquire financial investments through direct response offers and listen to contemporary hits radio.

1999   235   36 - Metro Mix Segment
                                                                        Sustaining Singles Group

FOR PUBLIC INSPECTION   **FCC4A000000292**

Demographic Data

AGE (1999)

				MEAN	INDEX	RANK
0	to	4	Years	7.00	99	24
5	to	9	Years	7.16	98	27
10	to	14	Years	6.61	93	34
15	to	17	Years	3.40	84	34
18	to	20	Years	3.29	79	44
21			Years	1.13	87	31
22	to	24	Years	3.73	98	21
25	to	29	Years	7.93	113	9
30	to	34	Years	8.41	118	10
35	to	39	Years	8.91	112	8
40	to	44	Years	8.23	103	15
45	to	49	Years	7.05	99	17
50	to	54	Years	5.66	94	28
55	to	59	Years	4.40	92	35
60	to	64	Years	3.90	98	26
65	to	69	Years	3.52	97	27
70	to	74	Years	3.22	96	32
75	to	84	Years	4.73	103	23
85	or More		Years	1.70	99	28
Average Age				36.75	100	23
Median Age				35.92	99	26

INCOME (1999)

			MEAN	INDEX	RANK
$ 0	to	15,000	27.16	158	10
$ 15,000	to	25,000	14.97	109	30
$ 25,000	to	35,000	13.37	106	29
$ 35,000	to	50,000	15.52	96	29
$ 50,000	to	75,000	15.82	82	34
$ 75,000	to	100,000	6.90	71	28
$100,000	to	150,000	4.19	64	25
$150,000	or	More	2.08	45	28
Average Income		$ 42,680	76	32
Median Income		$ 30,885	75	36

36 - Metro Mix Segment
Sustaining Singles Group

1999

236

Demographic Data

URBANIZATION (1999)

	MEAN	INDEX	RANK
Urban	99.09	300	2
Suburban	0.88	2	49
Rural	0.03	0	49

RACE / ETHNICITY

	MEAN	INDEX	RANK
White	46.50	58	46
Black	27.00	224	6
Native American	0.48	60	33
Asian	10.05	362	3
Pacific Islander	0.08	54	29
Other	15.90	403	2
Hispanic	32.73	364	2

EDUCATION

	MEAN	INDEX	RANK
Some High School	36.85	149	7
High School Graduate	26.22	87	36
Some College Attendance	14.18	76	46
Associate Degree	4.66	76	43
Bachelors Degree	11.05	84	26
Post Graduate Degree	7.05	98	20

OCCUPATIONS

	MEAN	INDEX	RANK
Total White Collar	57.81	99	26
Total Blue Collar	54.61	130	9

WORKERS

	MEAN	INDEX	RANK
No Workers	15.87	122	15
1 Worker	29.98	107	14
2 Workers	43.42	95	30
3 or More Workers	10.74	80	37

1999

36 - Metro Mix Segment
Sustaining Singles Group

Demographic Data

OWNER / RENTER

	MEAN	INDEX	RANK
Owner Occupied	70.24	109	21
Renter Occupied	29.76	83	30
Median Rent Paid	S 231	62	46

PROPERTY VALUE (1999)

	MEAN	INDEX	RANK
S 0 to 50,000	40.59	274	5
S 50,000 to 100,000	46.08	141	5
S100,000 to 150,000	9.70	45	44
S150,000 to 200,000	2.21	19	49
S200,000 to 300,000	1.03	10	49
S300,000 to 400,000	0.24	6	48
S400,000 to 500,000	0.07	4	49
S500,000 or More	0.08	3	50
Median Property Value	S 57,735	54	46

PERSONS IN UNIT

	MEAN	INDEX	RANK
1 Person	25.50	104	20
2 Persons	33.14	103	21
3 to 4 Persons	31.87	98	30
5 to 6 Persons	8.35	90	31
7 or More Persons	1.14	66	30
Average Household Size	2.54	97	32

UNITS IN STRUCTURE

	MEAN	INDEX	RANK
1 Unit (Attached)	2.45	47	43
1 Unit (Detached)	71.35	121	15
2 Units	4.79	99	20
3 to 9 Units	5.97	62	38
10 to 49 Units	2.46	29	40
50 or More Units	0.40	9	42
Mobile Home	11.51	159	12
Other Type of Unit	1.07	98	33

36 - Metro Mix Segment
Sustaining Singles Group

1999

238